

Message Text

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R 120739Z AUG 76
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TO SECSTATE WASHDC 8738
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
3/AMCONSUL PERTH 809
AMCONSUL SYDNEY

UNCLAS CANBERRA 5849

FOR WASHINGTON COMMERCIAL ACTION GROUP
SYDNEY ALSO PASS TRADE CENTER

EO 11652: NA
TAGS: BEXP, AS
SUBJ: FY 76 CCP: FOURTH QUARTER PROGRESS REPORT

1. INTRODUCTION AND SUMMARY: BUSINESS ACTIVITY REMAINED
SUBDUED IN AUSTRALIA DURING FOURTH QUARTER FY 76 AS ECONOMIC
RECOVERY PROCEEDED SLOWLY. BASIC ACTIVITIES UNDER CCP
PROCEEDED AS PLANNED, HOWEVER, WITH NO SIGNIFICANT SHORTFALLS
FROM ACTION GOALS SPECIFIED IN CCP. THIS WAS DESPITE ABSENCE
OF FINANCIAL RESOURCES WHICH HAD BEEN ANTICIPATED WHEN CCP
DRAWN UP. COUNTRY-WIDE MEETING OF ALL ECONOMIC/COMMERCIAL
OFFICERS TOOK PLACE IN CANBERRA IN MAY. CAMPAIGN DETAILS
FOLLOW. END SUMMARY AND INTRODUCTION.

2. CAMPAIGN NO. 1. - PRINTING AND GRAPHIC ARTS EQUIPMENT.
A. ALTHOUGH PARTICIPATIN IN PAK-PRINT '76 OFFSITE EXHIBITION
CANCELLED BY USDOC, TRADE CENTER AND SYDNEY COMMERICAL
OFFICERS ATTENDED EXHIBITION AND OFFERED SERVICES TO ALL
U.S. FIRMS REPRESENTED.
B. OBTAINED ON PARTICIPANT FOR USTC BSP; THREE WERE SCHEDULED
(YTD-5, ON SCHEDULE).
C. OBTAINED NO TRADE OPPORTUNITIES; EIGHT WERE SCHEDULED
(YTD-8, 12 BEHIND SCHEDULE).
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D. MADE NO PERSONAL CALLS; FIVERE SCHEDULED (YTD-40, ON
SCHEDULE).
E. PERTH CONSULATE HELPED PROMOTE AND PARTICIPATED IN TWO-
DAY PRODUCT EXHIBITION FEATURING MICROGRAPHIC EQUIPMENT HELD

BY ADDRESSOGRAPH MULTIGRAPH CO. THIS WAS AN UNSCHEDULED INITIATIVE.

F. FOUR PERSON-DAYS WERE CHARGED TO CAMPAIGN, BRINGING TOTAL FOR YEAR TO 121, DOUBLE ESTIMATED ANNUAL REQUIREMENT. NO FINANCIAL RESOURCES WERE EXPENDED, AND TOTAL UTILIZED TO DATE REMAINS AT \$825, OR APPROXIMATELY TWO PCT OF REQUIREMENTS ORIGINALLY ESTIMATED.

3. CAMPAIGN NO. 2 - AGRICULTURAL EQUIPMENT.

A. OBTAINED NO PARTICIPANT FOR USTC BSP; ONE WAS SCHEDULED (YTD-ZERO, 2 BEHIND SCHEDULE).

B. MADE 22 PERSONAL CALLS; FIVE WERE SCHEDULED (YTD-50, 30 AHEAD OF SCHEDULE).

C. OBTAINED TWO TO'S; THREE WERE SCHEDULED (YTD-15, ON SCHEDULE).

D. SYDNEY COMPLETED AGRICULTURAL MARKET UPDATE REPORT.

E. COMPLETED THREE ADS REQUEST FOR FIRMS IN THIS INDUSTRY; NONE WAS SCHEDULED.

F. EIGHTEEN PERSON-DAYS OF PERSONNEL RESOURCES WERE UTILIZED. THIS APPEARS TO BRING TOTAL TO APPROXIMATELY FOUR-FIFTHS OF ESTIMATED REQUIREMENTS, ALTHOUGH NON-AVAILABILITY OF THIRD QUARTER FIGURE DUE TO TRANSFER OF PREVIOUS CAMPAIGN MANAGE MAKES PRECISE TOTAL IMPOSSIBLE. FORTY DOLLARS OF FINANCIAL RESOURCES EXPENDED; YTD IS ESTIMATED TO BE IN RANGE OF 15 PCT OF YEAR'S REQUIREMENTS.

4. CAMPAIGN NO. 3 - METALWORKING AND FINISHING MACHINERY AND EQUIPMENT.

A. NO BSP'S WERE ORGANIZED; TWO WERE SCHEDULED (YTD-2, 2 BEHIND SCHEDULE).

B. OBTAINED TWO TRADE OPPORTUNITIES; THREE WERE SCHEDULED (YTD-24, 9 AHEAD OF SCHEDULE).

C. MADE SIX PERSONAL CALLS; FIVE WERE SCHEDULED (YTD-59, 19 AHEAD OF SCHEDULE).

D. A TOTAL OF 32 PERSON-DAYS WERE CHARGED TO CAMPAIGN, BRINGING YTD TO 216, OR THREE TIMES TOTAL REQUIREMENTS ESTIMATED FOR ENTIRE YEAR. NO FINANCIAL RESOURCES WERE UTILIZED, UNCLASSIFIED

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LEAVING TOTAL EXPENDITURES AT 12 PCT OF YEAR'S ESTIMATED

REQUIREMENTS.

E. ALL POSTS SUPPORTED USTC'S AUTOMOTIVE TEXT, SERVICE AND REPAIR EQUIPMENT EXHIBITION, JULY 12-16, 1976, WITH PRE-SHOW PUBLICITY, REPAIR AND WTRD SERVICES. FIVE OF 15 PARTICIPANTS DISPLAYED EQUIPMENT RELATED TO METALWORKING AND FINISHING. PERSONNEL RESOURCES REQUIRED REFLECT LARGE AMOUNT OF TIME SPENT BY TRADE CENTER AND CONSULATE STAFFS IN ORGANIZING AND PROMOTING EXHIBITION.

5. CAMPAIGN NO. 4 - BIOMEDICAL EQUIPMENT.

A. SEMINAR ORIGINALLY SCHEDULED TO BE HELD IN MELBOURNE

DURING THIS QUARTER WAS INSTEAD HELD DURING SECOND QUARTER.

B. OBTAINED NO PARTICIPANT FOR SINGLE COMPANY BSP AT USTC; TWO WERE SCHEDULED (YTD-3, ON SCHEDULE).

C. OBTAINED NINE TO'S; FOUR WERE SCHEDULED (YTD-33, 10 AHEAD OF SCHEDULE).

D. MADE SEVEN PERSONAL CALLS; FIVE WERE SCHEDULED (YTD-49, 14 AHEAD OF SCHEDULE).

E. REQUESTED EMLS GUMMED LABELS FOR USE IN MASS-MAILING CAMPAIGN TO ELICIT TOP SUBMISSION. THIS WAS AN UNSCHEDULED INITIATIVE, AND AS CAN BE SEEN BY ITEM C ABOVE, CONCENTRATED ATTENTION ON TOP IS PRODUCING RESULTS.

F. COMPLETED ONE AND PROCESSING ONE ADS FOR FIRMS IN THIS INDUSTRY; NONE SCHEDULED.

G. TOTAL OF 22 PERSON-DAYS WERE CHARGED TO CAMPAIGN, BRINGING YTD TO 86 OR 61 PCT OF ESTIMATED ANNUAL REQUIREMENT. EXPENDED \$40 FOR YTD OF \$220 OR 16 PCT OF ESTIMATED ANNUAL REQUIREMENT.

6. CAMPAIGN NO. 5 - INDUSTRIAL AND SCIENTIFIC INSTRUMENTS.

A. OBTAINED PARTICIPANT FOR ONE SINGLIJCO JANY BSP, AS SCHEDULED (YTD-5, ON SCHEDULE).

B. ORGANIZED NO AUSTRALIAN BUYER GROUP TO MAJOR U.S. EXHIBITS/ FACTORIES (YTD-ZERO, 3 BEHIND SCHEDULE).

C. MADE FOUR PERSONAL CALLS; SIX WERE SCHEDULED (YTD-31, 5 AHEAD OF SCHEDULE).

D. OBTAINED 25 TRADE OPPORTUNITIES; THREE WERE SCHEDULED (YTD-52, 32 AHEAD OF SCHEDULE).

E. A TOTAL OF 22 PERSON-DAYS WERE CHARGED AGAINST CAMPAIGN, UNCLASSIFIED

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BRINGING YTD TOTAL TO 47, OR 58 PCT OF EXTIMATED FY REQUIREMENT. NO FINANCIAL OUTLAYS WERE CHARGED, AS IN PREVIOUS THREE QUARTERS.

F. ASSISTANCE WAS GIVEN USTC IN REPFIND ACTIVITIES FOR AUTOMOTIVE TEXT, SERVICE AND REPAIR EQUIPMENT SHOW. REPFIND ASSISTANCE AND BRIEFING FOR EXHIBITORS BY CAMPAIGN MANAGER WAS GIVEN FOR CLEAN AIR AND WATER SHOW.

7. PRIORITY PROJECT - VISIT USA.

A. POST FINALIZED LITERATURE DISTRIBUTION CONTRACT WITH IBCO DISTRIBUTION, TO BE EFFECTIVE FOR THREE MONTHS, JULY/AUG/ SEPTEMBER. THE MAILING HOUSE WILL DISTRIBUTE BULK MATERIAL TO APPROXIMATELY 500 MEMBERS OF TRAVEL INDUSTRY THROUGHOUT NEW SOUTH WALES AND AUSTRALIAN CAPITAL TERRITORY.

B. VISIT USA COMMITTEE MEETING WAS HELD AT U.S. TRADE CENTER MAY 21, WITH ATTENDANCE OF 17 FROM MEMBERS OF INDUSTRY AND POST.

C. USTS FEATURE STORY "HAPPY BIRTHDAY USA" WAS DISSEMINATED FOR PUBLICATION IN TRADE MAGAZINES, "TRADEWINDS" AND "TRAVEL WEEK."

D. SEVENTY-FIVE LEAD LETTERS WERE MAILED TO INDUSTRY, ASSOCIATIONS, TRAVEL AGENCIES AND TOUR OPERATORS TO PROMOTE INTERNATIONAL MACHINE TOOL SHOW.

E. AS MEMBER OF POW WOW COMMITTEE, POST HAS ATTENDED MEETINGS
REGULARLY AT PANAM TO HELP COORDINATE TEAM FROM AUSTRALIA.
OFFICIAL INVITATIONS WERE ISSUED TO APPROXIMATELY 28 TRAVEL
INDUSTRY REPRESENTATIVES AND THREE LEADING TRAVEL JOURNALISTS.
F. TOTAL OF 34 PERSON-DAYS WERE CHARGED AGAINST PROJECT,
BRINGING YTD TOTAL TO 65, OR 109 PCT OF TOTAL ESTIMATED RE-
QUIREMENTS FOR YEAR. EXPENDITURES TOTALED \$65, FOR YTD TOTAL
OF \$735, OR 86 PCT OF TOTAL ESTIMATED REQUIREMENTS FOR YEAR.

8. PRIORITY PROJECT - WESTERN AUSTRALIAN MAJOR PROJECTS.
A. COMMERCIAL OFFICER AND MINERALS ATTACHE MET WITH MAJOR
PROJECTS COMMITTEE OF CHAMBER OF COMMERCE IN WESTERN
AUSTRALIA. MEETING AFFORDED THOROUGH ORIENTATION FOR MINERALS
ATTACHE.
B. PERSONAL CALL CAMPAIGN DESIGNED TO KEEP ABREAST OF
POTENTIAL MAJOR PROJECTS IN WESTERN AUSTRALIA WAS CONTINUED.
CALLS ON APPROPRIATE EXECUTIVES WERE MADE FOR ORIENTATION FOR
MINERALS ATTACHE AND AS INTRODUCTION FOR CONSUL.
C. TOTAL OF 21 PERSON-DAYS WERE CHARGED AGAINST PROJECT,
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BRINGING YTD TOTAL TO 52, OR 52 PCT OF TOTAL ESTIMATED RE-
QUIREMENTS FOR YEAR. FINANCIAL EXPENDITURES OF \$29 WERE
CHARGED, BRINGING YTD TOTAL TO \$699, OR 82 PCT OF TOTAL
ESTIMATED REQUIREMENTS FOR YEAR.
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